



Funded by:  
 THE RAPIDES FOUNDATION

## Youth Health Advocates Brand Guidelines

### Healthy Behaviors Initiative School District Partnership Grant

The Rapides Foundation's Healthy Behaviors Initiative (HBI) focuses on four major health behavior priorities – tobacco prevention and control, alcohol/substance abuse prevention, healthy eating and active living. Through the Healthy Behaviors Initiative School District Partnership Grant, the Foundation seeks to prevent and reduce tobacco use, substance and alcohol abuse, and overweight/obesity by providing students, staff, and teachers with the knowledge, skills and resources necessary to empower them to create a healthy school environment and make better and more informed behavior decisions leading to healthier lives.

### Youth Health Advocates (YHA)

Youth Health Advocates is a club funded by The Rapides Foundation in participating HBI School District Partnership participating schools and is an important part of the Healthy Behaviors Initiative. Youth in grades 7-12 meet monthly utilizing LifeSkills Training to generate important discussions around the healthy behavior topic areas mentioned above. Through these discussions, members plan and implement three programs/activities for their school and community each school year. During the fall semester, the YHA plans and implements an activity related to healthy eating or active living. During the spring semester, the YHA plans and implements National Drug and Alcohol Facts Week and the Take Down Tobacco National Day of Action.

### Proper Name Use

As of the 2022-2023 school year, the *Living Healthy Club* **WAS CHANGED to the Youth Health Advocates**. The club shall be referred to as Youth Health Advocates or YHA in all communications. For example, when creating recruitment flyers, club event advertisements, T-shirts, newspaper articles, social media posts, and when communicating to families via applications such as Remind and Class Dojo.

## When to Use the YHA logo

Use the YHA logo only for activities associated with Youth Health Advocates.

Some examples of times the YHA logo should be used include the following:

- School newsletters
- Social media posts
- Press releases
- Website postings
- Print and promotional materials such as flyers, T-shirts, water bottles, signs, etc.

## What File Type to Use

For best results, download the YHA .zip file which can be found online at

[www.rapidesfoundation.org/brandguidelines](http://www.rapidesfoundation.org/brandguidelines)

Included in this .zip file, you will find multiple options for the YHA logo in various file formats to fit any expected use. The following guidelines will help you determine which file format is best for your project.

**\*Important tip:** if you are placing the logo on an item with a color background and the logo has a white box around it, you are not using the correct file format. Please contact us for guidance.

### Printed communications



Use one of these for high resolution reproduction in word processing or layout applications for output using offset/digital/inkjet type printers, all-in-one copiers, magazine/newspaper, outdoor/signage, and graphics.

### Web or digital communications



Use these for online or desktop applications such as web pages, PowerPoint presentations, slideshows, television/broadcast and digital documents.

### Vector-based communications



Use these for applications that require line or vector artwork such as signs, T-shirts, and other graphic applications.

### Transparent Background Print and Digital Applications

If you need a high resolution version of our logo on a background or color other than white for printing or digital communications you may try using a layered .tif (for print) or .png file (for digital). These files should prevent the logo from having a white box around it.

#### FOR PRINT/LAYOUT APPS:



#### FOR DIGITAL/WEB:



## Contact Information for Approval of YHA Logo Usage

Any item or document using the Youth Health Advocates logo must be submitted for approval **PRIOR TO PUBLIC DISTRIBUTION** to the following Foundation contacts: Director of Communications, Healthy Behaviors Program Officer, and your assigned Grant Monitor. Please email a proof to those contacts; see all contact information listed below.

- Healthy Behaviors Program Officer:**  
Dallas Russell; [dallas@rapidesfoundation.org](mailto:dallas@rapidesfoundation.org)
- Director of Communications:**  
Tammy Moreau; [tammy@rapidesfoundation.org](mailto:tammy@rapidesfoundation.org)
- Grant Monitor – Allen and Rapides parishes:**  
Jessica Salter-Shirley; [jessicasaltershirley@gmail.com](mailto:jessicasaltershirley@gmail.com)
- Grant Monitor – Avoyelles, Catahoula, Grant, LaSalle, Natchitoches, Vernon and Winn parishes:**  
Tessa Myrick; [tessmyrick.grantmonitor@gmail.com](mailto:tessmyrick.grantmonitor@gmail.com)

FONTS

**1. Industry - Ultra** **2. Industry - Book** **3. Myriad Pro - Condensed** **4. Minion Pro - Regular**

YHA Stacked



YHA Horizontal



**PANTONE Bright Red C**  
RGB 249 56 34  
HEX/HTML F93822  
CMYK 0 92 96 0



**PANTONE 298 C**  
RGB 65 182 240  
HEX/HTML 4106E6  
CMYK 64 9 2 0



**PANTONE 382 C**  
RGB 196 214 0  
HEX/HTML C4D600  
CMYK 29 2 100 0



**PANTONE BLACK C**  
RGB 45 41 38  
HEX/HTML 2D2926  
CMYK 65 66 68 82



**PANTONE 151 C**  
RGB 255 130 0  
HEX/HTML FF8200  
CMYK 0 58 100 0



**PANTONE Medium Yellow C**  
RGB 255 217 0  
HEX/HTML FFD900  
CMYK 2 11 100 0

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YHA Scribble man

